GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:6824
ANSWERED ON:10.05.2000
PROMOTION SCHEMES FOR TENDER COCONUTS
UMMAREDDY VENKATESWARLU

Will the Minister of AGRICULTURE be pleased to state:

(a) whether the Coconut Development Board has made any survey for exploiting the northern region markets for tender Coconut;

(b) if so, the outcome thereof; and

(c) the steps taken by the Union Government to promote consumption of tender Coconut in North India?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE

(SHRI SBPBK SATYANARAYANA RAO)

(a) No Sir.

(b) Does not arise.

(c) Coconut Development Board under Ministry of Agriculture undertakes marketpromotional campaigns in the country through mass media, display of tender coconut water in National/State/International level Exhibitions, Seminars and Workshops.The Board also implemented a project to start Elaneer Pandal under which assistance @Rs.5,000/- per Pandal was provided to promote use of tender coconut water.